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The Lutheran Witness Michigan District Supplement

2017 Advertisement Rates & Requirements

About Michigan In Touch - LW Supplement

The *Michigan In Touch* supplement is a monthly publication of the Michigan District, LCMS which appears in *The Lutheran Witness*, the official publication of The Lutheran Church—Missouri Synod. It also is available in its entirety online at *michiganintouch.com*. The supplement is a compilation of articles that point to Christ, share God's Word, and celebrate the journey, joys, and challenges of the ministry entrusted to God's people in the Michigan District, LCMS. *Michigan In Touch* is edited and produced by the Michigan District Communications Department and financed through the District budget and advertising revenue. The audience of the magazine includes professional church workers, ministry leaders, and congregation members. Current circulation is over 3,800.

Ad Submission Requirements

- Those who would like to advertise need not only to be 501(c)(3) non-profit organizations, but must be **authorized by the USPS to mail under non-profit rates**.
- Adobe PDF format files are preferred.
- Graphic design assistance may be available based on time and complexity. Cost varies from project to project and is based on time and materials involved. Contact Debby Fall at 734.213.3240 for more details.
- All advertising is subject to approval and must be consistent with the doctrinal teachings of The Lutheran Church–Missouri Synod.

Rates, Sizes, and Deadlines

Display Advertising Rates and Sizes

Ad Size	Cost (per issue)	Orientation	Dimensions (w/o bleed)	Dimensions (with bleed)*
1/4	$130	Vertical	3.4375 in x 4.5 in.	N/A
1/2	$260	Horizontal	7.125 in. x 4.5 in.	N/A
Full Page	$400	Vertical	7.125 in. x 9.625 in.	8.375 in. x 10.8125 in.

* These dimensions include an 1/8 inch (.125 in) bleed on all four sides. Please remember that this portion will be trimmed and should not contain important information. It is preferable that all text be kept within 1/4 inch from the trim line.

Advertising Deadlines

Supplement	Deadline
March 2017	January 15, 2017
April 2017	February 15, 2017
May 2017	March 15, 2017
June/July 2017	April 15, 2017
August 2017	June 15, 2017
September 2017	July 15, 2017
October 2017	August 15, 2017
November 2017	September 15, 2017
December 2017	October 15, 2017
January 2018	November 15, 2017

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